

Last Received: 10/16/2012 10:44 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 325
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //325
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 146,700
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	6A-7A	NEWS	:30	\$1,500.00	10/22-10/23	4	1	4	\$6,000.00	
				Buyline Comment: NEWS								
	2	W-F	6A-7A	NEWS	:30	\$700.00	10/17-10/19	6	1	6	\$4,200.00	
				Buyline Comment: NEWS								
	3	W-F	7A-9A	TODAY SHOW	:30	\$700.00	10/17-10/19	6	1	6	\$4,200.00	
				Buyline Comment: TODAY SHOW								
	4	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	10/22-10/23	4	1	4	\$6,000.00	
				Buyline Comment: TODAY SHOW								
	5	M-TU	9A-10A	TODAY SHOW 2	:30	\$500.00	10/22-10/23	4	1	4	\$2,000.00	
				Buyline Comment: TODAY SHOW 2								
	6	W-F	9A-10A	TODAY SHOW 2	:30	\$300.00	10/17-10/19	3	1	3	\$900.00	
				Buyline Comment: TODAY SHOW 2								
	7	W-F	10A-11A	TODAY SHOW 3	:30	\$250.00	10/17-10/19	6	1	6	\$1,500.00	
				Buyline Comment: TODAY SHOW 3								
	8	M-TU	10A-11A	TODAY SHOW 3	:30	\$400.00	10/22-10/23	4	1	4	\$1,600.00	
				Buyline Comment: TODAY SHOW 3								

Rep Order# 6864194 Ver# 1 Status New
EC'd Yes

Traffic Order#

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	9	W-F	12P-1P	NEWS AT NOON Buyline Comment: NEWS AT NOON	:30	\$300.00	10/17-10/19	6	1	6	\$1,800.00	
	10	M-TU	12P-1P	NEWS AT NOON Buyline Comment: NEWS AT NOON	:30	\$300.00	10/22-10/23	4	1	4	\$1,200.00	
	11	M-TU	1P-2P	DAYS OF OUR LIVES Buyline Comment: DAYS OF OUR LIVES	:30	\$500.00	10/22-10/23	4	1	4	\$2,000.00	
	12	W-F	1P-2P	DAYS OF OUR LIVES Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	10/17-10/19	6	1	6	\$1,800.00	
	13	W-F	1P-2P	THE CHEW Buyline Comment: THE CHEW	:30	\$440.00	10/17-10/19	3	1	3	\$1,320.00	
	14	M-TU	1P-2P	THE CHEW Buyline Comment: THE CHEW	:30	\$440.00	10/22-10/23	2	1	2	\$880.00	
	15	M-TU	2P-3P	GENREAL HOSPITAL Buyline Comment: GENREAL HOSPITAL	:30	\$480.00	10/22-10/23	4	1	4	\$1,920.00	
	16	W-F	2P-3P	GENREAL HOSPITAL Buyline Comment: GENREAL HOSPITAL	:30	\$480.00	10/17-10/19	6	1	6	\$2,880.00	
	17	W-F	4P-5P	ANDERSON COOPER Buyline Comment: ANDERSON COOPER	:30	\$300.00	10/17-10/19	6	1	6	\$1,800.00	
	18	M-TU	4P-5P	ANDERSON COOPER Buyline Comment: ANDERSON COOPER	:30	\$300.00	10/22-10/23	4	1	4	\$1,200.00	
	19	M-TU	5P-530P	NEWS Buyline Comment: NEWS	:30	\$1,500.00	10/22-10/23	4	1	4	\$6,000.00	

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	42	SA	7A-8A Buyline Comment: WAVY10 SAT MPRN		:30	\$400.00	10/20-10/20	2	1	2	\$800.00	
	43	SA	8A-10A Buyline Comment: SATURDAY TODAY		:30	\$500.00	10/20-10/20	2	1	2	\$1,000.00	
	44	SA	6P-630P Buyline Comment: NEWS		:30	\$500.00	10/20-10/20	2	1	2	\$1,000.00	
	45	SA	11P-1130P Buyline Comment: LATE NEWS		:30	\$800.00	10/20-10/20	2	1	2	\$1,600.00	
	46	SA	1130P-1A Buyline Comment: SNL		:30	\$600.00	10/20-10/20	2	1	2	\$1,200.00	
	47	SU	6A-7A Buyline Comment: NEWS		:30	\$400.00	10/21-10/21	2	1	2	\$800.00	
	48	SU	7A-8A Buyline Comment: NEWS		:30	\$800.00	10/21-10/21	2	1	2	\$1,600.00	
	49	SU	8A-9A Buyline Comment: SUNDAY TODAY		:30	\$1,200.00	10/21-10/21	2	1	2	\$2,400.00	
	50	SU	9A-10A Buyline Comment: MEET THE PRESS		:30	\$1,200.00	10/21-10/21	2	1	2	\$2,400.00	
	51	SU	6P-7P Buyline Comment: WAVY NW 10 SUN1		:30	\$500.00	10/21-10/21	2	1	2	\$1,000.00	
	52	SU	7P-11P Buyline Comment: FOOTBALL NIGHT IN AMERICA		:30	\$1,200.00	10/21-10/21	2	1	2	\$2,400.00	

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	53	SU	815P-1130P		:30	\$6,000.00	10/21-10/21	3	1	3	\$18,000.00	
Buyline Comment: SUNDAY NIGHT FOOTBALL												
	54	SU	11P-1130P		:30	\$1,800.00	10/21-10/21	2	1	2	\$3,600.00	
Buyline Comment: NEWS												

---REPORT TOTALS---
Report Totals: 183 / \$146,700.00

---SALES MONTHLY TOTALS---

Oct 12: 183 / \$146,700.00
Sales Totals: 183 / \$146,700.00
Station Totals: 183 / \$146,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$203,750	CATV 0%	WAVY 72%	WGNT 0%	WPXV 0%	WTKR 0%
		WTVZ 0%	WVBT 28%	WVEC 0%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE